



# **CITY OF SANTA BARBARA**

## **COUNCIL AGENDA REPORT**

**AGENDA DATE:** February 9, 2010

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Presentation From The Santa Barbara Conference And Visitors Bureau And Film Commission

### **RECOMMENDATION:**

That Council receive a presentation from the Santa Barbara Conference and Visitors Bureau and Film Commission.

### **DISCUSSION:**

For many years, the City has maintained an annual contract with the Santa Barbara Conference and Visitors Bureau and Film Commission (CVB) to promote tourism for the City of Santa Barbara. The City Council approved a contract for Fiscal Year 2010 with the CVB on June 30, 2009. This contract of \$1,499,483 helps support the expenses of administration, advertising, consumer and trade information services, public relations, sales, and the Film Commission.

Kathy Janega-Dykes, President/CEO of the CVB, will give a presentation regarding the role of the Bureau and their marketing strategy.

**PREPARED BY:** Linda Gunther, Administrator's Office Supervisor

**SUBMITTED BY:** Jim Armstrong, City Administrator

**APPROVED BY:** City Administrator's Office